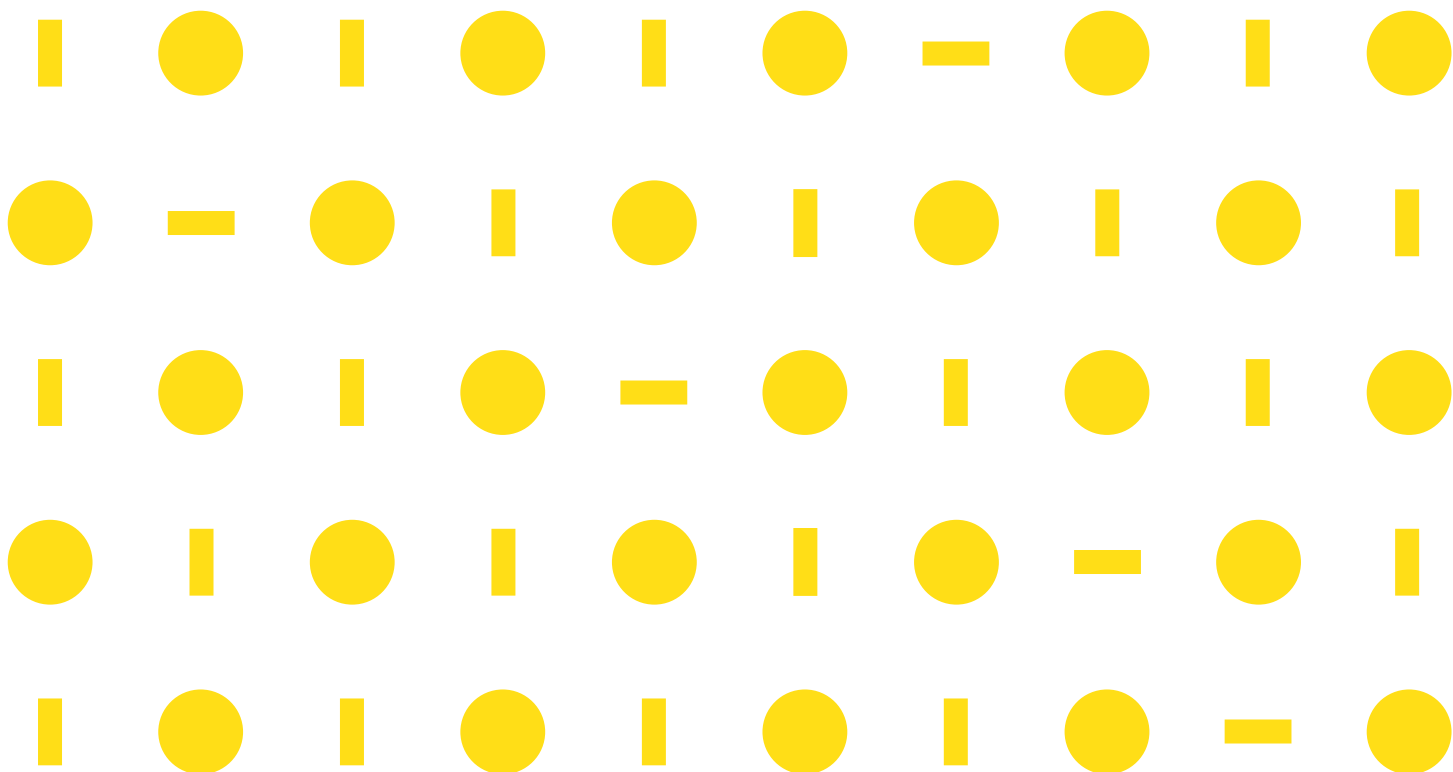


SPRING 2017

THE INNOVATION ISSUE

FABRICA. WEAVE



Welcome to our newsletter!
In each edition we bring
you interviews, insights,
and practical information
about the startup world
of fashion, textile, and
technology.

感謝您閱讀南豐作坊的通訊！
我們將送上不同的訪問與
觀點，以及實用的業界資訊，
助年輕創業家投入時裝、紡織
與科技的世界。

SPRING 2017

THE
INNOVATION
ISSUE

創新號

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此乃中文譯本，如英文版本與此中文譯本有抵
觸，以英文版本為準。

EDITOR’S
NOTE —
BRAVE NEW
WORLDS

Innovation is the theme of this issue of Fabrica.Weave,
in which we explore brave new worlds that offer
boundless possibilities.

Technologies, products and solutions that break free
of conventional modes of thinking are considered
innovative. While entrepreneurs may not be creating
breakthrough technologies, they are unlocking the
hidden potential of what already exists in order to grow
businesses and change the way people live.

Techpacker, one of The Mills Fabrica’s incubatees, is
a company that is disrupting the way the traditional
manufacturing industry works. A tech pack is a
communication tool for designers and manufacturers,
basically a set of manufacturing instructions. A lack
of industry standards for tech packs, with some
even hand drawn, makes the whole manufacturing
process much more prone to miscommunication and
less efficient. Techpacker’s online platform produces
accurate tech packs for designers, reducing the costs
associated with miscommunication in the normal
back-and-forth between designers and manufacturers.

Smart materials is a new, cutting-edge field. We
interviewed Mr Edwin Keh, CEO of Hong Kong Research
Institute of Textiles and Apparel (HKRITA) who shared
his insights on how research and development of
sustainable materials is boosting the textiles industry’s
competitiveness.

While people think that textiles are only used in
clothing and wearable technology is limited to watches
and fitness trackers, a whole new world of innovations
has been in development. So we have two articles that
shine a spotlight on the revolutionary thinking leading
to groundbreaking products in textiles and wearables.

Bringing innovative ideas to life also requires capital,
legal support, and marketing. In this issue, we continue
to seek practical advice from professional investors,
legal experts, and online marketers on fundraising,
safeguarding commercial secrets, and innovative
tactics that are redefining conventional marketing.

編者的話 ——
無遠弗屆的創新發展

這一期的《Fabrica.Weave》的主題是「創新」
（Innovation），帶領大家探索新經緯世界的無盡可能。

突破固有思維所創造出來的技術、產品和解決方案都可
以被視為創新。創業家使用的未必是前所未有的科技，
反而發掘現存知識不為人知的潛能，藉此推進企業的發展、革新人類的生活方式。

我們的作坊公司 Techpacker 是其中一個突破行業傳統的
創新事業：「板單」是設計師與成衣製造商交代打板和
生產細節的橋樑，然而板單格式沒有規範，業界內還有人
靠手寫板單，混亂的資訊延緩生產速度。Techpacker
透過一站式網上平台，為設計師生成準確的板單，減低
溝通失誤所增加的時間成本。

智能物料（Smart Materials）是創新領域的一大板
塊，我們訪問了香港紡織及成衣研發中心（HKRITA）的
行政總裁葛儀文先生，分享永續的創新物料如何提升業
界競爭力。

當大眾對紡織的認知還停留在服裝上，以為可穿戴科技
只限於智能手錶和運動手環，其實新經緯世界的發展已
經遠在千里之外，我們分別會在兩個專題，介紹這些革
命性的構想及產品。

創新的構想也必須有資金、法律和市場推廣等範疇的配
合才能成功面世。這一期我們繼續有專業投資者、法律
及網絡行銷專家，分別針對覓尋資金、商業秘密及創新
網絡行銷策略三方面提供實用建議。

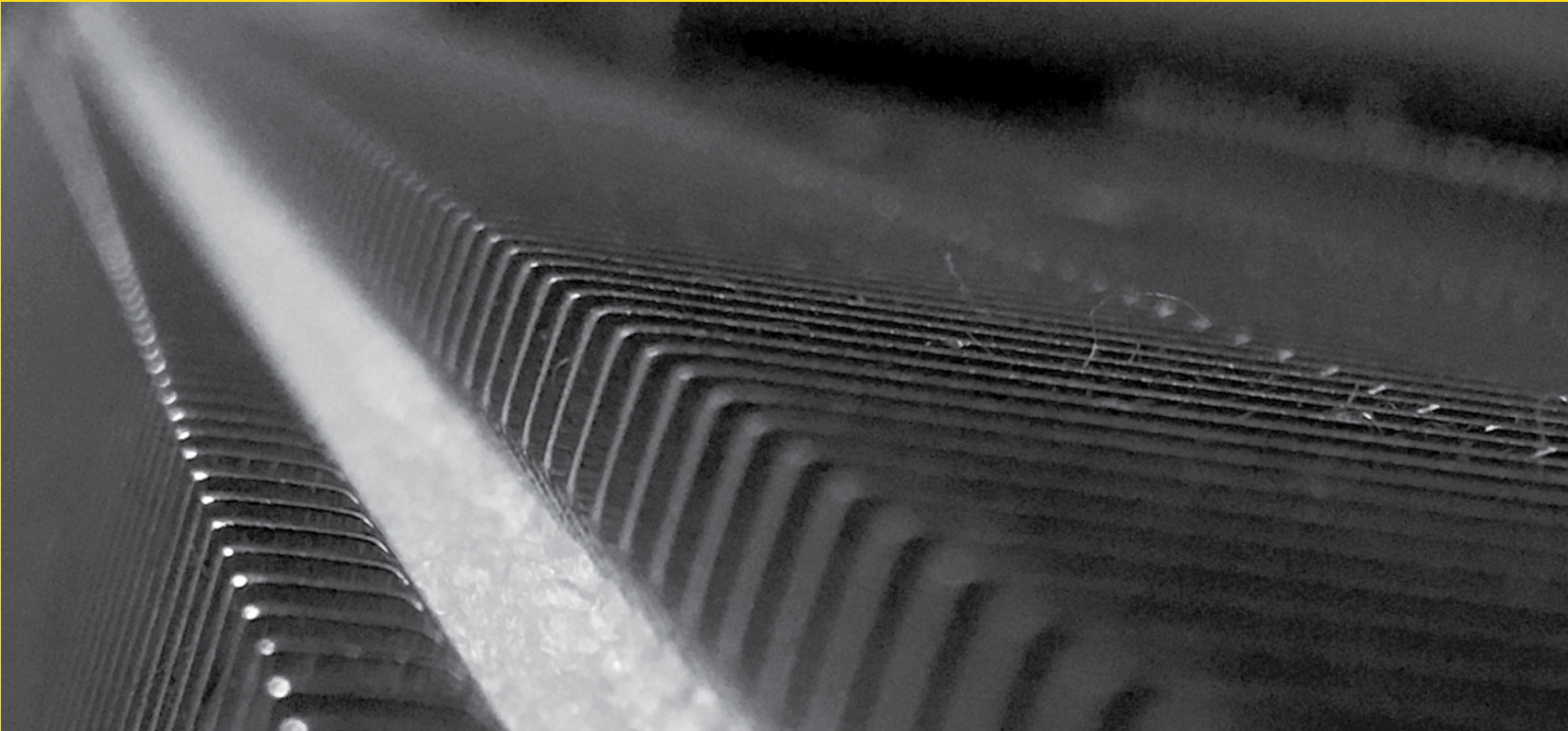


Photo Courtesy: Kniterate

TEXTILES’ TECH
TRANSFORMATION

不是夕陽工業：
創新帶領紡織闖新城



Once Hong Kong’s economic lifeline, the textiles and clothing
manufacturing industries have created quite a few rags-to-
riches stories over the decades.

But in the last half century, with the constant change in
external economic forces, the textiles industry has waned.
The 1960s marked the peak of Hong Kong’s years as a thriving
manufacturing base, with the industry dominating the
country’s economic output. However, as Mainland China
opened up, factories began to relocate further north. As Hong
Kong faced the challenges brought on by the liberalization of
global trade, the city underwent an economic transformation.
According to a report published by Hong Kong Trade
Development Council (HKTDC) in 2017, the city’s key industries
are now trading, logistics, tourism, financial and professional
services.

Despite the challenging global environment, Hong Kong’s
textiles and clothing manufacturing industry still has
opportunities to grow thanks to the development of other
key supporting industries as well as the city’s unique position
as an international procurement hub for apparel. Hong Kong
Research Institute of Textiles and Apparel (HKRITA) has been at
the forefront of developing smart technologies, materials, and
products, helping to maintain the industry’s global competitive
advantage.

紡織及製衣業曾經是香港經濟的命脈，成就不少實業
家賺取第一桶金的奮鬥故事。

但過去半個世紀，外圍經濟環境不斷改變，紡織業已
經退下前線：60年代本以本港為生產基地，內地開放
後生產線北移；由擁有成衣配額優勢，到面臨全球貿
易自由化的挑戰。香港緊貼時代變遷，根據貿發局在
2017年發表的報告，顯示香港現時的主要產業為貿易
及物流業、旅遊業、金融業和專業服務。

建基於過去幾十年的蓬勃發展、四大產業的配套，以
及國際成衣採購樞紐的獨特地位，紡織成衣業仍然擁
有龐大的發展空間。不過，傳統產業需要創新思維才
能突破瓶頸。香港紡織及成衣研發中心（HKRITA）便
帶領業界趕在科技前沿，透過研發嶄新的智能技術、
物料和產品，維持本地紡織及成衣業在國際間的優勢。

FROM CRISES EMERGE OPPORTUNITIES

有危才有機



HKRITA hosted "Material Translation" during Centrestage in September 2016. 他們在去年 9 月 Centrestage 期間，舉辦一場名為「Material Translation」的時裝發佈會。

Photo Courtesy: HKTDC

“WE HAVE TO
LOOK AT APPAREL
SOLUTIONS
THAT TAKE INTO
CONSIDERATION A
LONGER USE LIFE,
RECYCLABILITY,
EASY CARE,
AND COST
COMPETITIVENESS.”

「我們要專注研發耐用、
容易回收、方便打理，
以及成本具競爭力的
物料解決方案。」

With the lifting of all clothing and textile quotas in 2005, Hong Kong's textiles industry seemed to have lost its edge. But HKRITA's CEO Edwin Keh sees that as the industry's turning point, transforming it from a leading manufacturer into a leading provider of high value-added services in production management, finance, information technology, brand marketing, and other innovative solutions to Mainland China, as well as other developing countries in Asia and Africa. Keh says Hong Kong's apparel industry has maintained its international standing through developments on many fronts. And playing an important role in raising the industry's value is HKRITA. Keh says, “HKRITA's goal is to drive Hong Kong's textile industry competitiveness.”

Developing innovative materials is one of the institute's main focuses. “Resource constraints is the new reality. We have to look at apparel solutions that take into

2005 年成衣配額制度終結，香港看似失去優勢，但 HKRITA 行政總裁葛儀文認為這是香港製衣業承先啟後的轉捩點。香港由昔日的製造業龍頭，搖身一變成區內的行業領袖，為中國內地，以及亞洲和非洲的發展中國家，提供生產管理、財政、資訊科技、品牌行銷和創新方案等製造以外的高增值服務。他補充，香港成衣業在多面向的發展下輸出有增無減，仍然佔舉足輕重的國際地位，HKRITA 也正在提升本地業界的價值：「我們的目標是推動業界的競爭能力。」

研發創新物料是中心的一大工作範疇：「資源短缺是業界面對全新挑戰，我們要專注研發耐用、容易回收、方便打理，以及成本具競爭力的物料解決方案。」

consideration a longer use life, recyclability, easy care, and cost competitiveness.” H&M Foundation is investing more than EUR5 million in a four-year project at HKRITA to develop technologies to recycle blend textiles into new fabrics and yarns. “A fashion item is no longer just about aesthetics, but also unlimited functional possibilities.” Keh hopes this partnership will contribute to reducing waste clothing's impact on the environment, while also opening up new possibilities in materials. “Sustainability is one of our key research focuses. We aim to develop technologies that are scalable and commercially viable.”

H&M Foundation 將投放超過 500 萬歐元與 HKRITA 開展為期四年的計劃，研究把二手混紡織物循環再造成全新的布料和紗線：「時裝單品在功能上有許多可能性，不再流於美學上的追求。」葛儀文希望這次合作能夠解決廢棄衣物對環境帶來的影響，並開拓原料的可能性：「持續發展是我們的研究重點之一，目標是發展出既能靈活拓展，又能在商業上可行的（紡織）技術。」

TECHNOLOGY THAT IMPROVES LIVES AND PERFORMANCE

有溫度的人性化技術

HKRITA



EDWIN KEH
葛儀文

CEO of HKRITA
HKRITA 行政總裁

Keh believes that the textiles industry can create more value and serve a greater purpose. “HKRITA's goal is to produce outcomes that are useful to society.” Aside from partnering with H&M Foundation to develop renewable materials out of old clothes, HKRITA is also involved in wearables and smart clothing development, and hopes to unleash the industry's potential by reaching out to and working with other industries.

Working with Hong Kong Applied Science and Technology Research Institute (ASTRI), they designed a smart jacket that would support elderly homes in caring for their residents. The cotton lining of the jacket is made from Nu-Torque™ Yarn, which was developed by HKRITA. Compared to most yarns, Nu-Torque Yarn is less costly to produce and easier to dye, contributing to less waste water and air pollution in the production process. A concealed pocket in the jacket contains a Low-Energy Bluetooth communication device and

葛儀文坦言紡織有更深的價值與意義：「希望我們的研發結果，能夠為社會帶來更多好處。」除了與 H&M Foundation 研發舊衣成為再生物料，HKRITA 同時涉足可穿戴技術和智能服裝兩大創新範疇，透過跨界別的合作，發掘紡織成衣業的潛力。

他們與香港應用科技研究院（ASTRI）合作，設計了一件方便護理院照顧長者的智能外套。外套的內襯利用 HKRITA 研發的純棉「扭妥™紗」製成，比起一般紗線生產成本更低、染色更容易，不但減低染料的消耗量，製造過程更不會產生廢水廢氣。外套上的隱藏式口袋嵌入了輕便、耗電量低的藍牙通訊儀器和 GPS 追蹤器；當院舍員工帶領長者進行戶外活動時，能藉助 ASTRI 研發的手機程式，準確追蹤院友位置，對照顧自理能力較低的長者尤其有效。

“HKRITA'S GOAL
IS TO PRODUCE
OUTCOMES THAT
ARE USEFUL TO
SOCIETY.”

「希望我們的研發結果，
能夠為社會帶來更多
好處。」

GPS tracker that can be paired with a mobile app developed by ASTRI, allowing caretakers to keep track of their residents' whereabouts when they take them out on excursions. It's especially useful for taking care of elderly residents who are less independent.

HKRITA has not only developed products that improve the quality of life of seniors, they've also been contributing to elite sports in the city. Working with the Hong Kong Sports Institute (HKSI), they have developed high-performance athletic gear for Hong Kong's rowing team using a breathable and sweat-wicking material that has been tested for durability, elasticity, and UV protection. Each outfit is custom-fit, so the material can help enhance performance as well as speed up recovery, allowing athletes to compete in comfort.

他們的計劃不但改善長者的生活品質，更為本地體育發展帶來貢獻。HKRITA 與香港體育學院共同研發的划艇港隊運動服，選用了透氣、排汗的智能布料，並通過耐磨、彈性、防紫外線等測試，保證運動員能在舒適的狀態下作賽。每件運動服都是量身定制，不單是為了追求合身，更增強肌肉的能量輸出，提升運動員的表現外，還加快肌肉的復原速度。



Edwin Keh and his team participate in numerous trade shows. 葛儀文與他的團隊參與不同展覽會。



Edwin Keh and Erik Bang, Project Manager of H&M Foundation, working together to develop game changing recycling technology. 葛儀文與 H&M Foundation 的項目經理 Eirik Bang 討論研究細節。

Photo Courtesy: HKRITA



WEARABLE TECH FOR
THE SENIORS

給長者使用的
可穿戴裝置



SMART INTERACTIVE
CLOTHING FOR
ATHLETICS

為運動員而設的智能互動服裝





BRINGING INNOVATIONS TO MARKET

帶領技術走進市場



CAROL CHYAU
喬婉珊

Founder of SHOKAY
SHOKAY 創辦人

Photo Courtesy: SHOKAY



No matter how breathtaking the technological breakthrough, innovations still need to make it to market. Keh acknowledges the fickleness of the global marketplace; consumption patterns are constantly changing and the textiles industry needs to employ different strategies to meet a wide range of needs. “Manufacturers today have to produce in smaller batches, in very rapid cycles, and coordinate with complex logistics requirements.”

HKRITA helps commercialize new technologies in order to help Hong Kong businesses meet these challenges. The institute provides members with business advisory services, and holds regular seminars and video-conferences to expand networks. One of HKRITA's members is social enterprise Shokay, which produces clothing and home accessories using yak down from the Himalayan highlands. Shokay has reorganized the fragmented local yak down industry chain, improving the lives of Tibetan herders in the process. Shokay founder Carol Chyau explained yak down's advantages. “Yak cashmere is 30 percent warmer than wool, and is more than twice as breathable than cashmere.” Chyau has shared her experience working with this as-

無論新科技和產品有多石破天驚，也需要成功打入市場才算圓滿。葛儀文承認現今全球消費市場波動，顧客消費模式不斷轉變，紡織業須採取不同的策略迎難而上：「製造商必須在急速的周期生產小批次的貨物，並密切配合複雜的物流需求。」

香港公司面對重重挑戰，因此 HKRITA 另一工作重點是協助研究成果商品化。中心為會員公司提供營商指導，並定期舉辦研討會、網絡會議，擴展他們的人際網絡。HKRITA 的其中一家公司會員 Shokay，利用喜馬拉雅高原的麓牛絨製作服飾和家品，以社企形式重整當地雜亂無章的麓牛絨產業鏈，藉此改善藏民的生活條件。創辦人喬婉珊說：「麓牛絨比羊毛暖百分之 30，跟羊絨相比透氣度更高出一倍有多。」她便曾經在多場 HKRITA 舉辦的研討會，分享這種

yet underappreciated premium natural fiber at many seminars organized by HKRITA. Shokay's collection was also featured in the “Material Translation” smart fashion presentation held at Centerstage, which was organized by HKRITA and HKTDC last year.

HKRITA's activities are by no means limited to Hong Kong. They also attend overseas trade fairs and exhibitions, showcasing Hong Kong's innovations to the world. Just last year, “Solvent-Assisted Dyeing of Natural Fiber”, which was researched and developed by HKRITA, won the gold award with special jury commendation at the 44th International Exhibition of Inventions of Geneva. As the CEO, Keh was especially proud of this accomplishment. “All of our projects strive to address the needs of our industry, our economy, and our community. HKRITA will continue to work on innovative solutions and disruptive technologies while driving for a sustainable future.”

* HKRITA won 2 gold medals with jury's recommendations, 1 gold medal, 4 silver medals and 2 special awards at the 45th International Exhibition of Inventions of Geneva in 2017.

未被完全開發的優質天然資源。HKRITA 去年跟貿發局在 Centerstage 期內合辦的創新物料時裝發佈會「Material Translation」，Shokay 也參與其中。

除了本地活動，HKRITA 亦派員參與國外的展覽會，讓本地研究成果在國際舞台亮相。像去年 HKRITA 便在第 44 屆日內瓦國際發明展，憑自主研發的項目「溶劑輔助棉纖維染色」贏得評審團特別嘉許金獎，身為行政總裁的葛儀文感到非常鼓舞：「我們的研發針對業界、經濟和社會的需要提供新方案，並帶來顛覆性發展的技術，拓展社會邁向可持續的未來。」

*HKRITA 再次於 2017 年的第 45 屆日內瓦國際發明展，憑 7 個研發作品贏得兩個評審團特別嘉許獎、一個金獎、四個銀獎及兩個特別獎。



GOLD MEDAL WITH JURY'S RECOMMENDATION
AT THE 45TH INTERNATIONAL EXHIBITION OF
INVENTIONS OF GENEVA

HKRITA developed The New Functional Textiles using 100% bio-based and bio-degradable fibres and a low temperature dyeing process that delivers good colour fastness with a 32% energy saving compared to conventional methods. The New Functional Textiles also has outstanding natural anti-bacterial and mite-resistant properties without using any chemicals.

Fine Worsted Yak Yarns and Fabrics: HKRITA developed a new spinning method that allows the production of fine, strong, smooth and regular yak yarns and fabrics, with a soft feel and better air-permeability and heat retention than cashmere and wool. This technology allows outstanding performance while helping improve the living standard of the yak herders in the Tibetan Plateau.

第 45 屆日內瓦國際發明展評審團
特別嘉許金獎研發作品

「新型生物可降解功能紡織品」利用 100% 生物基、可降解 PHBV/PLA 纖維開發功能性紡織品加工技術。低溫染色工藝具高上染率和色牢度，較滌綸染色工藝節省三分之一能量。產品在無需任何化學添加條件下擁有天然的抗菌、驅蟎性能。

「細支牦牛絨紗綫及織物」研發了新型牦牛絨紗綫生產系統，其紗綫強度高、光滑、條幹均勻。牦牛絨製成的針織物手感柔軟，特別在透氣和保暖性能上比羊毛和羊絨效果理想。透過這系統生產的牦牛絨產品更優質，有助提高中國西藏高地牧民的生活水平。



“HKRITA WILL
CONTINUE TO WORK
ON INNOVATIVE
SOLUTIONS AND
DISRUPTIVE
TECHNOLOGIES
WHILE DRIVING FOR
A SUSTAINABLE
FUTURE.”

「HKRITA 會繼續帶來
顛覆性發展的技術，
並拓展社會邁向
可持續的未來。」

COMING TO YOUR CLOSET SOON

創新成真

Many multinational brands and startups are well on their way to bringing their innovations to market. Here are just a few cases that might inspire even more new ideas.

有不少國際品牌 and 初創企業已經離開紙上談兵的階段，把創新技術的商品化。這些想法能為你的事業帶來一點啟發嗎？

TECHPACKER: GETTING DESIGNS TO MARKET FASTER

Tech packs turn a design concept into a precise blueprint for manufacturers. Manufacturers work according to the measurements and other specifications in the tech pack, so whether the end product turns out as originally envisioned often depends on the accuracy and comprehensiveness of the tech pack. However, investing in a tech pack system is often beyond a small or medium-sized brand's budget. This is where Techpacker has come to the rescue, offering an efficient and standardized solution that reduces time and resources wasted on incomplete or inaccurate manufacturing specifications.

TECHPACKER
化繁為簡
成衣製作加速器

「板單」(tech pack) 是設計師和廠家間的橋樑，工廠根據設計師在板單上的尺碼表及要求製作樣板；往後的生產是否順暢，板單準確與否是關鍵要素。可是中小型的品牌缺乏資源建立板單系統，而 Techpacker 的出現，使他們可以更效率的處理板單，減低生產過程中的不少錯漏。

Photo courtesy: Techpacker

GETTING DESIGNS TO MARKET FASTER



IVYREVEL

www.ivyrevel.com

PROJECT 企劃

DESCRIPTION 詳情

HIGHLIGHTS 重點

Data Dress
數據裙子

Swedish fashion brand Ivyrevel, which counts H&M among its investors, invited Google to create a mobile app that collects and analyzes data on the user's daily activity such as dining preferences and exercise frequency. Based on the data collected, Ivyrevel creates a "Data Dress", a one-of-a-kind design that reflects the users personality and social life. Data Dress is set to transform the traditional tailor-made business model.

H&M 有份投資的瑞典時裝品牌 Ivyrevel 邀請 Google 開發手機程式，收集使用者每天的作息、用餐喜好以及運動頻率等數據，系統藉此分析他們的個性與社交需要，決定「Data Dress」的設計和用料，顛覆了傳統量身定製的實際操作。

Affordable with an estimated retail price of no more than US\$99.

計劃以實惠價格出售，預計不高於美金 99 元。



GOOGLE & LEVI'S

atap.google.com/#project-jacquard

PRODUCT 企劃

DESCRIPTION 詳情

HIGHLIGHTS 重點

Project Jacquard
提花企劃

Google and Levi's developed the ability to weave interactivity into the fabrics produced on a standard loom. Their first product is a denim jacket with built-in navigation. Using simple gestures on the sensor in the cuff, the wearer can answer incoming phone calls and control music playback, bringing convenience to urban cyclists. GQ has called it "a piece of wearable tech that actually looks wearable".

他們研究利用一般工業用的紡織機，編織出有互動性能的布料，並已經試產擁有導航功能的牛仔外套。只要在袖口上的感應器揮動簡單手勢，便可以接聽電話、播放音樂，方便單車使用者出行，被《GQ》譽為「真正可穿著的科技」。

An interactive textile that's washable, highly durable, and can be used in any part of a garment.

擁有互動性能的布料耐洗、耐用，可以應用在任何成衣上。



KNITERATE

www.kniterate.com

PRODUCT 企劃

DESCRIPTION 詳情

HIGHLIGHTS 重點

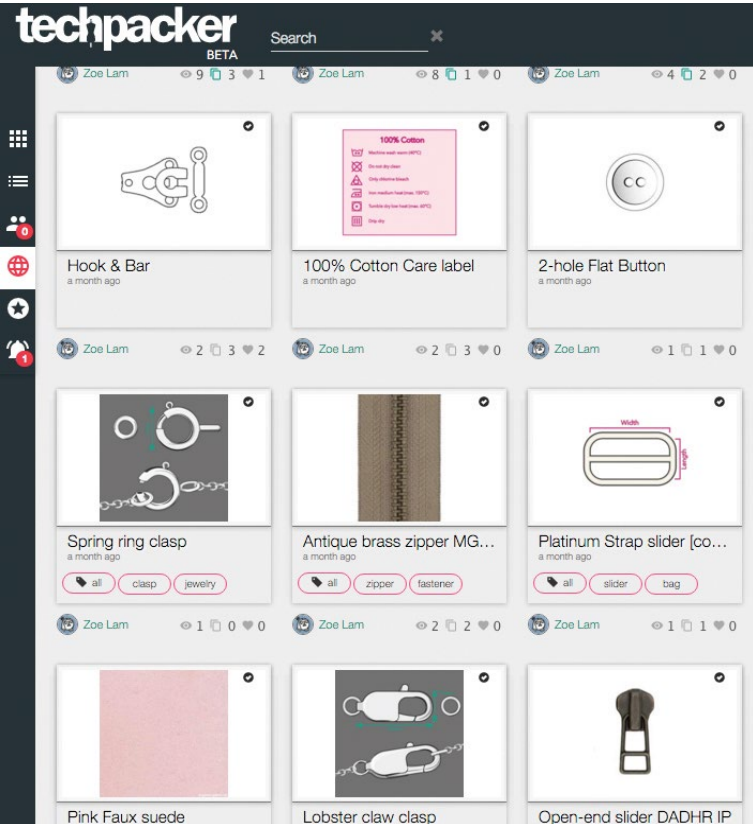
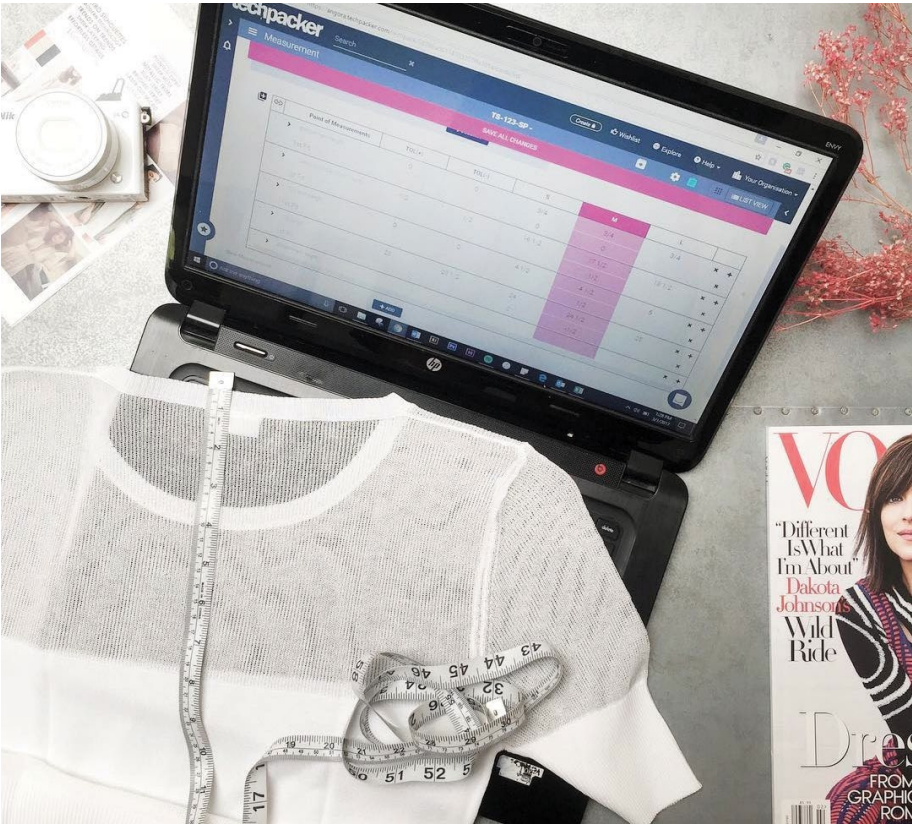
Digital Knitting Machine
數碼針織衣服打印機

Kniterate founder Gerard Rubio started developing the Digital Knitting Machine three years ago, and unveiled the results at Maker Faire last June. Once all the relevant measurements and knit pattern have been inputted into the computer interface, the machine can "output" the knitwear. The machine has launched a Kickstarter campaign in March 2017 and raised US\$100,000 in an hour.

公司創辦人 Gerard Rubio 3 年前開始研發「針織衣服打印機」，並在去年 6 月的 Maker Faire 公開最新的研發成果。在電腦介面設定好尺寸和針織物圖樣後，機器便懂得「輸出」衣服。產品已在 3 月底於眾籌平台 Kickstarter 上正式面世，並在 1 小時內籌得 10 萬美金。

Capable of weaving complicated articles such as scarves, socks, hats and even sweaters.

可以編織圍巾、襪子、毛帽甚至毛衣等複雜織品。



Whether it's clothing, undergarments, accessories or shoes, Techpacker is able to create tech packs that convey every design detail, while its messaging function allows designers to communicate directly with manufacturers.

無論是成衣、內衣、飾物還是球鞋，同樣能透過他們的一站式解決方案製作板單，細節一目了然。Techpacker 更設對話功能，設計師可以邀請廠商直接在平台上溝通。

Techpacker is an online tech pack creation platform that helps to make the design-to-product process more efficient.

Techpacker 是為時裝設計師而設的網上平台，方便他們製作板單，從而加快生產速度。

INSPIRED BY EXPERIENCE

Techpacker's key executives include CEO Saral Kochar, CTO Josie Tam, and CMO Sayam Kochar. Josie looks after the operations in Hong Kong, while the two Kochar brothers are each based on a different coast of the States, developing their respective markets.

Saral founded Techpacker based on his own experience at several big fashion brands and running his own textiles trading business. A friend of Saral's wanted to sell some designs on the side, but the samples never came back as desired. Of course, the designer and manufacturer blamed each other. Saral stepped in and created a tech pack using an Excel spreadsheet and told his friend, "Fill in the details, and the manufacturer will understand (your requirements)." That was when Saral had his lightbulb moment and started to conceive an online platform that would smooth the workflow between small, medium-sized brands as well as independent designers and manufacturers. Later, Saral met Josie at an event for startups and they became business partners.

In the beginning, Saral and Josie worked part-time on Techpacker, but they soon realized that the startup would require their full attention in order to amount to something. They also realized that they were lacking marketing and programming expertise, so Saral asked his younger brother Sayam to join. Unfortunately, they were still short on someone to handle the coding for the website, so Josie and Saral signed up for coding classes. "Techpacker is a technical product, so we're always involved with the technical level. Learning to code gives us the ability to deal with technical issues," Josie said. They also studied up on areas pertaining to their particular skill sets. "I studied information technology at university, while Saral's interest is in design. That's why I look after the backend that's responsible for the platform's functionality, while he focuses on the user interface," Josie added.

親身經驗 著手實行

Techpacker 的骨幹包括行政總裁 Saral Kochar、技術總監 Josie（譚慧怡）和市場總監 Sayam Kochar 三人；Josie 主要留守香港，至於 Kochar 兄弟分佈美國東西部，開拓當地市場。

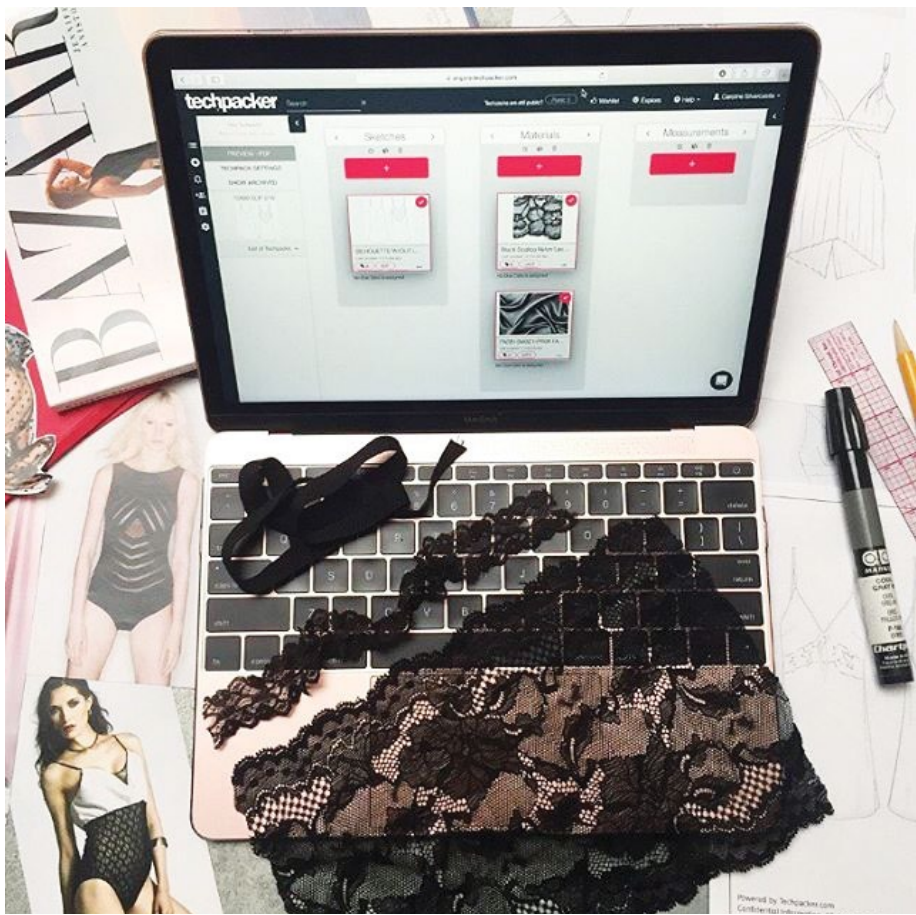
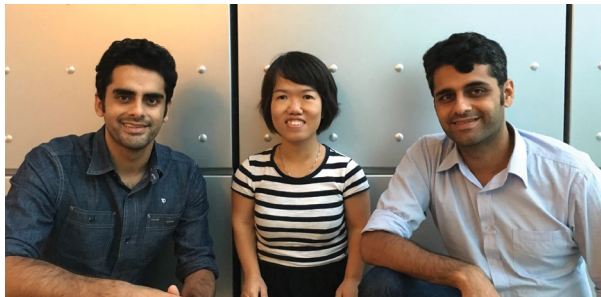
這門事業之所以開始，全因為 Saral 的經歷。他原本在某大型時裝品牌工作，後來自立門戶從事布料貿易生意。有一次他的朋友想以玩票形式設計衣服出售，但樣板總是不符設計師的要求，工廠自然與設計師互相推卸責任。於是 Saral 用 Excel 整理了一份板單，跟他的朋友說：「你填好裏面的資料，工廠自然看得明白。」事後 Saral 靈機一觸，希望中小型品牌，甚至獨立設計師能夠與工廠的合作更加暢順，便開始構思這個企劃。其後，Josie 在一個初創的活動上認識到 Saral，繼而成為合作夥伴。

一開始他們以兼職模式開展 Techpacker 的工作，後來發現必須全職投入，公司才能有明顯的成長。後來發現公司缺乏市場推廣和寫程式的人才，Saral 便邀請弟弟 Sayam 加入公司發展相關事宜。可是他們一直找不到穩定的人才管理網站編碼，Josie 直言：「Techpacker 作為技術性產品（Technical Product），我們不可以離技術層面太遠；二來，學習編碼讓自己有能力處理某些技術問題。」於是他和 Saral 自費上編碼課程，也按照個人專長和能力分工，修讀相應的範疇：「我大學時讀資訊科技，至於 Saral 本身對設計比較敏感，所以我著重功能性重的後台系統，而他則專注前台的用戶介面。」

TECHPACKER

CEO Saral Kochar,
CTO Josie Tam and
CMO Sayam Kochar
(From left to right)

行政總裁 Saral Kochar、
技術總監譚慧怡及
市場總監 Sayam Kochar
(由左至右)



FOCUS ON CUSTOMERS & TECHNOLOGY

Techpacker officially registered as a company in 2013, and began operating in July 2014. In less than three years, its business has grown significantly. Even Alibaba founder Jack Ma has publicly praised Techpacker's concept. According to the company website, Techpacker has already signed up over 12,000 users. "This is proof of need. Lots of customers find us when they're searching online for tech pack." Currently, 75% of paying customers come from the States, with the rest spread throughout Europe, Africa and other countries around the world.

Despite their success, they are not resting on their laurels and continuously elicit feedback from their customers. Customers can post suggestions on the website's "Wishlist" section. If the suggestion is within their scope of services and capabilities, Techpacker will do their best to fulfill the wish. The team is constantly making upgrades, big and small, to the platform. Their mission is to ensure a happy user experience.

They also offer customers free demo webinar, teaching them to create tech packs and manage products with

teammates and factories effectively through using Techpacker.

As Josie explained, Techpacker is a technical product and therefore has to constantly adapt to changes in technologies. The user interface is constantly improved as well. Josie admits she looks forward to new technologies, because they can help their company grow faster. She cites online payment platforms as an example. Because the popular PayPal doesn't support credit cards and automatic invoicing, they are now considering changing to Stripe, which will make it more convenient for customers to pay and help expand their customer base. They've also designed a set of "fashion emojis". "The communication platform is very important to us. Sometimes a long description can't quite clearly explain a complicated part of the clothing or its measurement. Emoji is a type of presentation that makes communication more efficient."

TECHPACKER DEMO WEBINAR



“TECHPACKER IS CONSTANTLY MAKING UPGRADES, BIG AND SMALL, TO THE PLATFORM. THEIR MISSION IS TO ENSURE A HAPPY USER EXPERIENCE.”

「Techpacker 不斷更新平台，改進不分大小，旨在客人用的高興。」

聆聽用戶需要 緊貼新技術

Techpacker 在 2013 年註冊，2014 年 7 月開始正式運作。不到 3 年時間，他們的事業已經得到顯著增長，阿里巴巴的創辦人馬雲，更曾經公開稱讚過 Techpacker 的概念十分有意思。根據他們的網誌，單單在 2016 年已經有超過 7,000 位新的用戶：「這是 Proof of Need，很多客人都是在網上搜尋 Tech Pack 時找到我們。」現在他們佔 75% 的付費顧客來自美國，其餘的分佈在歐洲和非洲等全球各地。

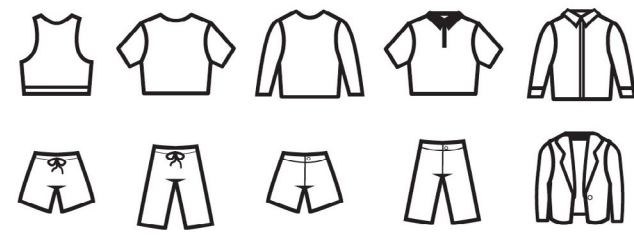
即使如此，他們也不敢怠慢，一直聆聽顧客的需要，在網站上設有「Wishlist」欄目，顧客可以提出任何建議。如果是服務和能力範圍能力以內的要求，他們都會盡量滿足，團隊也會在平台上一直更新進展。改進也不分大小，最重要客人用得開心。

Techpacker 還會在網上舉辦免費演示，指導顧客如何透過他們的平台製作板單，並與團隊和廠商聯繫。

一如上文所說，Techpacker 作為技術性產品，面對科技日新月異的轉變，難免要經常更新介面。Josie 不諱言新科技面世得越快越好，因為新技術有助加速公司發

展。以付款平台為例，主流的 PayPal 不懂得自動產生收據，顧客亦須註冊帳戶才能使用信用卡付款；便曾經有顧客不肯使用 PayPal，差點使他們掉了生意。於是他們正考慮改用手續費較低的新興平台 Stripe：不但擁有完善的收據系統，更重要的是顧客不用註冊便能直接進行交易，避免因付款方式複雜而錯失商機。

另一方面，他們設計了一套「Fashion Emoji」：「我們是很注重溝通的平台，有時候一大段文字也未能清楚解釋複雜的衣服部位和尺寸。而 Emoji 本身就是一種表達方式，使雙方溝通更有效率。」



*Techpacker is one of The Mills Fabrica's pre-pilot incubatees.

*Techpacker 為南豐作坊先導培育計畫的作坊公司。



“FILL IN THE DETAILS,
AND THE MANUFACTURER
WILL UNDERSTAND
YOUR REQUIREMENTS”

「填好裏面的資料，
工廠自然看得明白
你的要求。」

TECHPACKER



FUTURE FABRICS GO FAR BEYOND FASHION

We don't just wear clothes to cover our bodies. And fabrics aren't only used to make clothes. Smart fabrics are being applied to new areas, and they are sure to change your mind about what textiles can do.

紡織未來：
遠超遮蔽身體

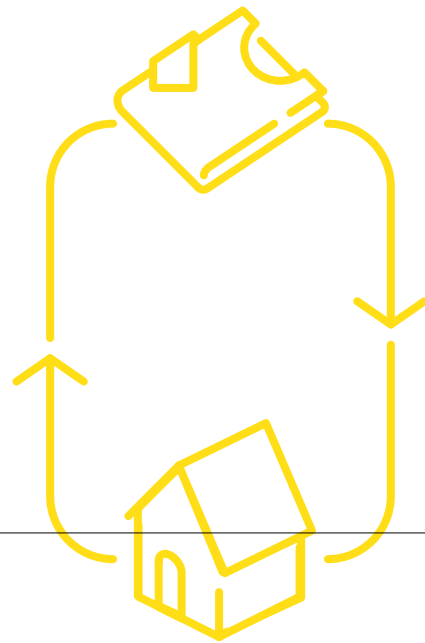


遮蔽身體不是衣服的唯一功能，而紡織物更不只用在服裝上。智能布料的功能越來越多、用途越來越廣泛，以下這些關於紡織物的新構想，可能會顛覆你對「紡織」的固有概念。

CENTRE FOR
INFORMATION
TECHNOLOGY AND
ARCHITECTURE



Photo courtesy: CITA



ARCHITECTURAL FABRICS

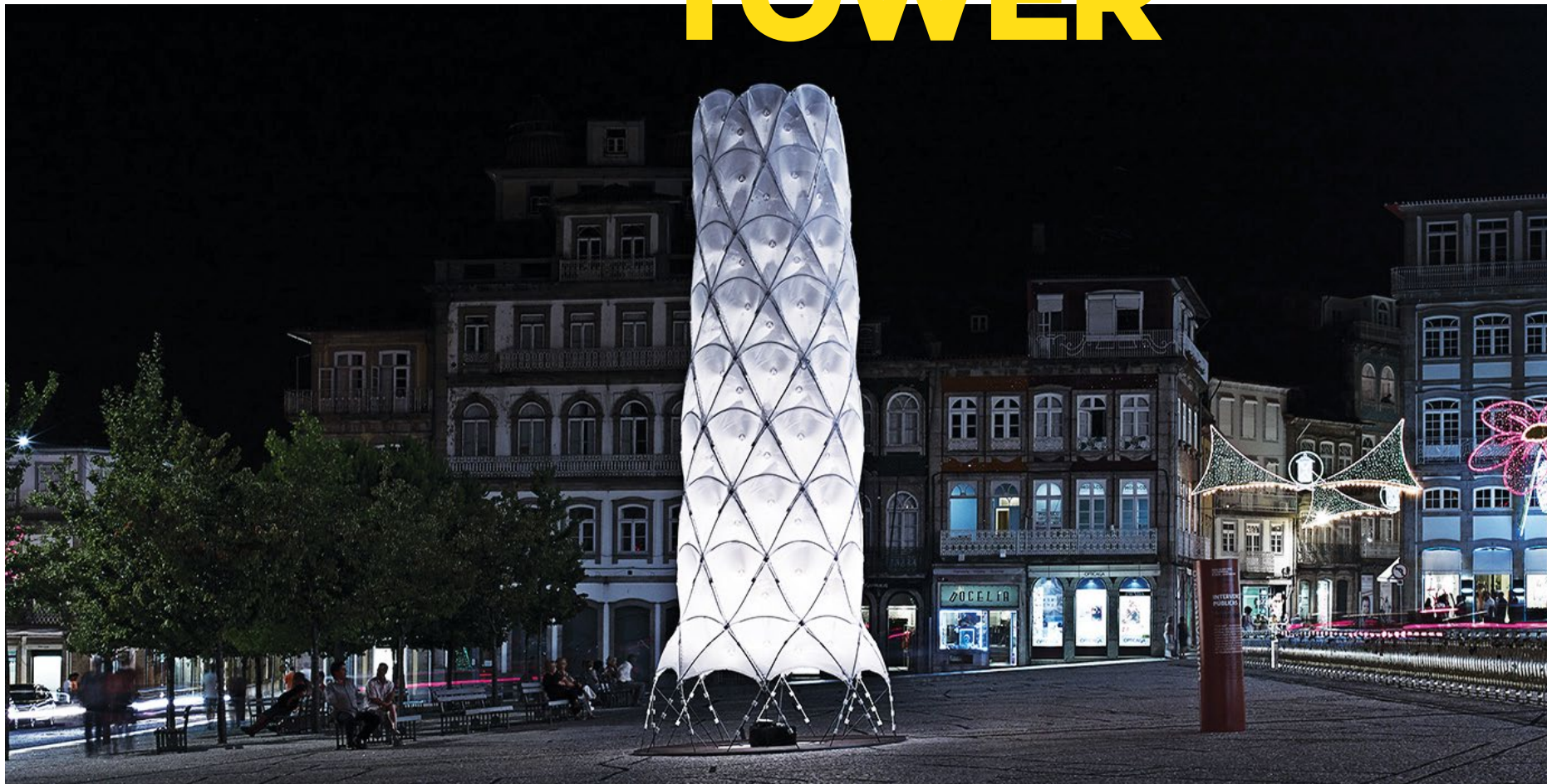
Fabrics aren't just for clothes and home furnishings anymore. Copenhagen's Centre for Information Technology and Architecture (CITA), collaborating with Portuguese and German organizations and companies that specialize in developing materials and textiles, have found a way to turn soft fabrics into sturdy construction materials. Initial trials have been successful. At last year's Contextile in Portugal, they exhibited a 9-meter-high Hybrid Tower. Without using any concrete or metal, the structure, which was made from only fiberglass rods and a Computer Numeric Control knit, was able to withstand three months' exposure to outdoor elements. This "building" was very lightweight, and only required six people to transport. While still in the early stages of research, this is an innovative development that can be applied towards emergency shelters.

紡織物是建築材料？

大家心目中的紡織物，都是用在服裝和傢俱等與生活息息相關的產品上。有誰想過柔軟紡織物，竟然成了建材？哥本哈根訊息科技及建築中心（CITA），與葡萄牙及德國多個專門研發物料、紡織的機構及公司，嘗試利用紡織物成為穩定、可靠的建材。他們的實驗已經取得初步成果，在去年底於葡萄牙舉行的紡織藝術雙年展 Contextile，展出了樓高 9 米的「Hybrid Tower」。即使在戶外抵受 3 個月的風吹雨打仍然屹立不倒，他們並沒有用任何混凝土和金屬，只以數控機床（Computer Numeric Control）編織的紡織物，配合玻璃纖維支架建造而成。

這棟「建造物」非常輕便，只需動員 6 個人便可以抬走。雖然還在初步的研究階段，但未來人類遇到天然災害時，這或許是其中一個研發流動家居的出發點？

HYBRID TOWER



WACOAL BRA
RECYCLING
CAMPAIGN

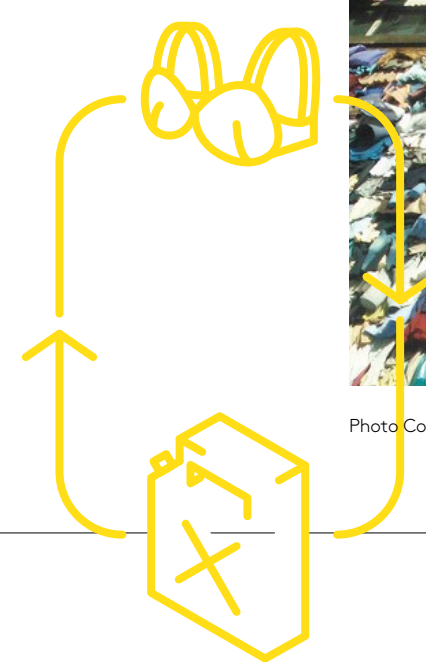


Photo Courtesy: JAL, Recycle Reminders

RENEWABLE FABRICS

紡織物轉世 再生成燃料

The afterlife of our clothes is usually spent in a landfill as waste. In order to reduce the impact of clothing waste on our environment, Japan Airlines (JAL) plans to collect used clothes from 1,000 stores of 12 clothing retailers, including MUJI and Aeon, and convert them into aircraft fuel. It's estimated that 100 tons of cotton can yield around 2,600 gallons of fuel, enough to sustain more than 30 minutes of flight. While that only accounts for less than 1% of Japan's fuel consumption, at least it is an alternative to finding ways to reuse waste clothing.

Also in Japan, because Japanese women loathe throwing out their old bras, underwear brands Triumph and Wacoal have launched a bra collection program that's a win for both shy women and the environment. After removing the metal underwire, the old bras are converted into refuse paper and plastic fuel (RPF), which emits on average 30% less CO2 emissions than fossil fuels.

衣服的前半生負責保護人類，後半輩子卻淪為堆填區裏的廢物。為了減少廢棄衣物對地球帶來的負擔，日本航空（JAL）計劃從無印良品、Aeon 等 12 家服裝零售商的 1,000 家門店，回收二手衣物並轉化成飛機燃料。預計每 100 噸的棉花，能生產約 2,600 加侖燃料，足夠飛機航行超過 30 分鐘。雖然還不到日本燃油使用量的 1%，但至少是為廢棄衣物尋找出路的起點。

同樣在日本，當地婦女因為隱私問題而拒絕把用過的舊胸圍放進垃圾桶。內衣品牌 Triumph 和 Wacoal 為了解決這個問題，開展收集胸圍的計劃，將鋼圈去掉之後轉化成垃圾紙及塑料燃料（Refuse Paper & Plastic Fuel，簡稱 RPF）。RPF 比一般化石燃料的二氧化碳排放量低 30%，此舉不但可以善用廢棄衣物，更能解決女性關心的貼身議題，具相當社會效益。

REFUSE PAPER & PLASTIC FUEL



Photo courtesy: Under Armour, Digital Trends

BIO-CERAMIC PRINT

Sportswear brand Under Armour has designed smart clothing that speeds up recovery. Using bio-ceramic print, these fabrics absorb the body's natural heat and then reflects far infrared back to the skin, helping to regulate cell metabolism and reduce inflammation, which leads to faster recovery.

In the future, fabrics won't just help our overworked muscles recover from sports, they will also heal themselves. Researchers at Pennsylvania State University discovered that a polymer made from squid ring teeth has self-healing properties that can be used to prevent exposure to toxins. Adding this polymer to a mixture of bacteria and yeast, they developed a coating technology for cotton and wool textiles. All it takes is some warm water, a bit of pressure, and the fabric sticks itself back together. If this technology could be applied more generally, our clothes would last much longer.

運動服裝品牌 Under Armour，設計了加速肌肉修復的智能衣服。衣服裏的生物陶瓷印刷（Bio-ceramic Print）能夠吸收人體的熱力，轉化成遠紅外線，調節細胞代謝、減低肌肉發炎的情況。長期訓練、肌肉勞損的運動員穿著睡覺，有助身體快速復原。

未來的衣服不但有助肌肉癒合，更可自我復原：賓夕法尼亞州立大學的研究人員，發現魷魚牙齒裏的黏液有自我修復的功能：他們根據這項發現，研發了一種混合細菌和酵母、能應用在棉和羊毛等常見紡織物上的可降解液體。只要在損毀的衣物上塗上它和溫水，再輕輕壓一下，紡織物便會自我修復。如果能這項研究能夠普及化，相信未來服裝的壽命會更長。



RECOVERY FABRICS

自我修復的紡織法術

THE BREAKTHROUGH WORLD OF WEARABLES

Most people think of smartwatches or fitness trackers when they think of wearables. But these will soon seem dated. Smart sportswear is the latest trend, as seen in the proliferation of startups and companies gathered at this year's Consumer Electronics Show (CES) in Las Vegas. Now, wearables are also permeating more intimate aspects of our lives.

可穿戴 可跨界
無邊際的科技應用

大眾認知的可穿戴產品，多數是智能手錶或運動手環，可是 — 這些產品即將成為過去。無論是今年美國消費電子展（CES）裏的參展商，還是初創企業的研發新產品，把可穿戴科技無縫融入運動服裏已經是新趨勢。另一邊廂，可穿戴科技並不只應用在體育相關的商品，用途之廣、意義之深，讓冷冰冰的科技演變成具有人性的發明。

SPORTSWEAR

運動服裝



CLIM8

Clim8 applies intelligent technology in smart fabric to keep people warm. Through a unique process of weaving tiny sensors into the yarn, the garment engineered with this technology will calibrate the wearer's body temperature, keeping him or her safe and comfortable in the cold. Clim8 is one of the finalists of The Mills Fabrica Pitch Day 2016, and they will launch a crowdfunding campaign soon.

Clim8 利用智能科技，將微小的感應器編織在紗線之中。透過他們研發的科技，衣物懂得調節穿著者的體溫，確保他們在寒冷的天氣中不會著涼。Clim8 是 2016 年南豐作坊創業比賽的其中一家入圍公司，並即將透過眾籌計劃募資。

HEADQUARTERS
總部

Hong Kong
香港

MYCLIM8.COM



Photo courtesy: Clim8

POLAR

Sportswatch brand Polar has taken wearables to a whole new training level. Integrating its heart rate monitoring, GPS, and motion tracking technology into a shirt, athletes no longer have to wear additional gear. NBA and MLB teams are already using Polar's wearable shirt technology to help coaches come up with more targeted training programs for their athletes.

運動手錶品牌 Polar 將「可穿戴」理念提升到更貼身的層次：把紀錄心跳的晶片不留痕跡地嵌入運動衣的紡織物中，連結著體積極小、提供 GPS 定位功能，以及實時偵測跑速等數據的追蹤器，優點是運動員不用戴外置器材。這已在 NBA、MLB 等聯賽的球隊裏應用，協助教練規劃精準的訓練計劃。

HEADQUARTERS
總部

Kempele, Finland
芬蘭肯佩萊

POLAR.COM

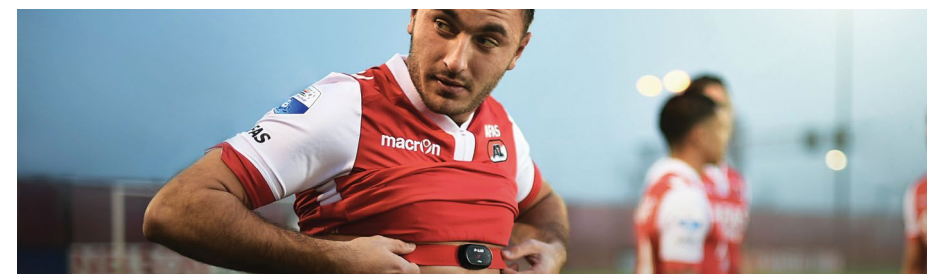
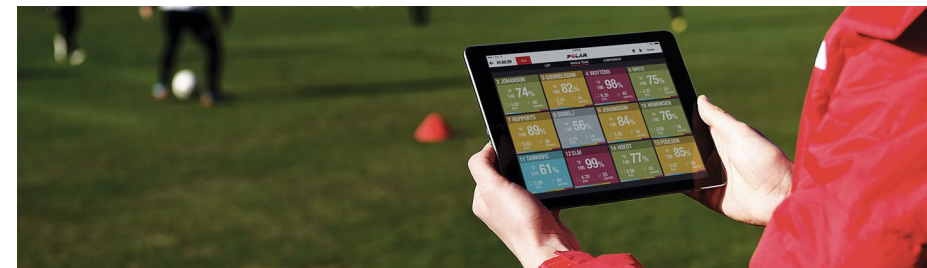
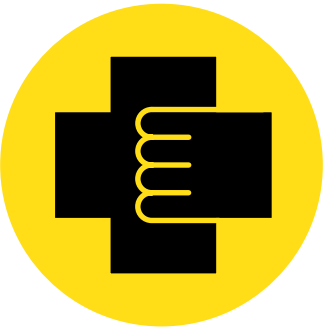


Photo courtesy: POLAR

HEALTHCARE
醫療健康



2BREATHE

This wearable device and mobile app guides you through personalized breathing exercises that help to induce sleep. The Low Energy Bluetooth sensor that’s worn around the torso transmits your breathing pattern to the mobile app, which then guides you through breathing exercises with tones. The sensor will continue to track your sleep patterns throughout the night, creating your personal sleep diary.

產品提供睡前和床上的呼吸訓練，幫助睡眠品質不佳的人更快進入夢鄉。藍芽操作的腰帶收集呼吸數據後，手機軟件會播放催眠的音樂和指令，指導使用者適合進睡的呼吸頻率。軟件會在使用者入眠後繼續偵測睡眠狀況，整合成個人的「睡眠日記」。

HEADQUARTERS
總部

New York, U.S.A. and Tel Aviv, Israel
美國紐約、以色列特拉維夫

2BREATHE.COM



Photo courtesy: 2breathe

BLOOMLIFE

Tracking contractions during labor is now easier with this new sensor for pregnant mothers, helping doctors predict delivery times more accurately. It uses electrophysiology, a non-invasive technology that’s safer than ultrasound, to measure contractions and transmits the data via Low Energy Bluetooth to the mobile app, which analyzes the frequency, duration and time between contractions.

紀錄子宮收縮是每個孕婦不可不做的步驟，為醫生提供預計臨盆時間的資料。但人手紀錄難免會有誤差，而這台為懷孕媽媽而設的裝置，利用比超聲波更安全的科技收集數據，並透過藍芽連接手機，在軟件裏分析每小時、每天及每週的宮縮頻率。

HEADQUARTERS
總部

San Francisco, U.S.A. and Genk, Belgium
美國三藩市、比利時亨克

BLOOMLIFE.COM



Photo courtesy: bloomlife

SPECIAL NEEDS
特別需要



DOT

Mainstream wearables have neglected the assistive device market. This Seoul-based startup has stepped in and created a smartwatch for blind and visually impaired people. Most smartwatches assist the blind by reading out the time. The Dot Watch tells time with braille, which is more adapted to the target market’s usual habits and needs. The watch also has two buttons, which allow for simple responses to messages.

主流的可穿戴產品，都忽略了傷健人士的需要，而這家來自南韓的初創，便研發了失明人士專用的智能手錶。一般適合失明人士使用的智能手錶會用聲音報時，而他們卻把時間轉化成盲文點字，貼近他們的實際需要與習慣。手錶上還有兩個按鈕，方便他們回覆簡單的訊息。

HEADQUARTERS
總部

Seoul, South Korea
南韓首爾

DOTINCORP.COM



Photo courtesy: Dot

HORUS

Most tools for the blind are about aiding mobility. Horus has created a wearable personal assistant that delivers even more life-improving functions through a headset with cameras and pocket unit. The intelligent device uses deep learning to read text, recognize faces and objects and describe the environment as well as uses distance sensing and 3D sounds for mobility assistance.

盲用手杖、導盲犬和導盲磚只能應付失明人士的基本生活需要。Horus 則提供人性化的功能：使用者戴上掛耳式鏡頭，擁有深度學習和距離感應能力的處理器會即時分析影像，利用語音向使用者傳遞文字、人臉偵測、當前景象，以及防止碰撞等訊息，使他們可以享受貼近常人生活的經驗。

HEADQUARTERS
總部

Chiasso & Manno, Switzerland and Milan, Italy
瑞士基亞索、曼諾及意大利米蘭

HORUS.TECH



Photo courtesy: Horus

6 TIPS FOR A SUCCESSFUL PITCH

Capital is a prerequisite for creating a successful business and cultivating talent. A lot of first-time entrepreneurs rely on their own savings to launch their venture, but an individual’s funding capacity is limited. That’s why finding and securing the backing of a long-term investor is key to a startup’s development. So what do investors look for during a pitch? How can you convince an investor to back your ambitious vision?

6 點新手創業家不可不知的 投售秘訣



要創立一門事業，人才、硬件和資金缺一不可。很多新手創業家都靠自己的儲蓄作為始動資金，但個人能力有限，尋求長期合作的投資者作為背靠，是初創企業穩步發展的最佳方法。創業家如何在募資投售（Pitching）時，說服投資者支持你的宏大理想？

We asked Teddy Lui, Operations Director, Alibaba Entrepreneurs Fund and Chibo Tang, Principal, Investment, Gobi Partners as well as Kevin Wong, CEO of startup Origami Labs to share their pitch tips from their respective perspectives as investors and entrepreneurs.

我們邀請了阿里巴巴創業者基金營運總監呂紹勇、綠洲計劃投資副總裁唐啟波及初創企業 Origami Labs 的行政總裁黃家恆，分別從投資者和創業家的角度，分析創業家能如何得到投資者的青睞。

1 2 3 4 5 6

WHAT ARE SOME POINTERS FOR THE FIRST MEETING WITH POTENTIAL INVESTORS?

T&C: Ask smart questions and be a humble listener. Show you are prepared for the meeting by having a basic understanding of the investor’s background. Set expectations by clearly stating the objective, whether it’s to seek an investment opportunity, ask for advice or build the relationship.

KW: Like when one is applying for a job, a startup needs to do its own research, and really figure out which sectors the investors are in, what types of businesses they’re interested in, previous investments made etc. It’s really important to approach the right one.

WHAT’S THE BEST WAY TO MAINTAIN A GOOD RELATIONSHIP WITH THE INVESTOR?

T&C: Get introduced by others. Understand the investors’ investment preferences and fund mandate. Keep investors updated on the company’s progress in a non-intrusive way, such as through email.

KW: If there’s a match in personality and the mission, then it’s just about treating it like a genuine relationship. For us, that means being transparent, and discussing problems in a way that shows you want to tackle and solve them together.

WHAT’S THE BEST WAY TO PITCH TO INVESTORS?

T&C: Be concise and precise. Communicate with data. Be able to answer 3 questions: why this business, why now, and why you?

KW: It’s a conversation, and often times, it happens in a series, so it’s not just a one-time thing, it’s several meetings. Obviously, you have to be well-spoken and concise. A good pitch or meeting is one where you can articulate in a clean, succinct way what your business does well and your strengths.

WHAT SHOULD BE AVOIDED IN A PITCH?

T&C: Being unable to clearly communicate the business value proposition, offering, and business model. An inability to engage in a two-way conversation by merely reading a script and following slides. Lack of strong logic with data support. Not being able to articulate a plan for future development.

KW: The thing to avoid when pitching is over-stretching yourself. If you are unsure of a question then take time to think about it, and then try to give the best answer you can; don’t overstretch.

接觸首次見面的的投資者有甚麼技巧？

T&C： 問聰明的問題，顯示出自己願意聆聽、準備充分的一面，對投資者要有基本的瞭解。跟他們見面時，要讓他們知道你的來意，到底是募資、找意見，還是建立關係。

KW： 就好像應徵一份工作一樣，初創要做好資料搜集，知道投資者從事甚麼範疇的業務、他們對甚麼類型的投資有興趣、曾經投資過甚麼公司，繼而接觸適合的投資者。

如何跟投資者保持良好的關係？

T&C： 最好是經過別人的介紹，與他們接觸的時候，適宜先了解對方的投資偏好和其基金的使命。可以用不打擾方式，像是通過電子郵件定時更新事業的進展。

KW： 如果和投資者的個性、使命吻合，創業家儘管用真誠的心對待這段關係。對我們來說，這關乎透明度，嘗試去討論問題，與投資者共同解決難關。

怎樣的募資投售（PITCHING）能得到投資者的關注？

T&C： 扼要精準、多利用數據溝通，並預備好回答這3個問題：「為甚麼要投資這門事業？」、「為甚麼在這個時刻支援你？」、「為甚麼要給你機會？」。

KW： 這不僅是一次性的對話，很多時候，這會是一系列的會面。你必須要能言善辯、精準，好的會面能夠讓對方簡而清楚地了解你的優點。

有甚麼是投售時不該做的？

T&C： 不能清楚解答事業的價值、供給與商業模式；不能只靠讀稿式的演示，要與投資者有互動與交流；不能展示你對數據的邏輯分析；不能實在地表示計劃往後的發展。

KW： 切勿空口無憑，不要嘗試踏進你不熟悉、沒想過的領域。如果你對投資者的提問有不肯定的地方，千萬別急，想清楚才回答，不要過度吹噓自己的能力。

6 TIPS FOR A SUCCESSFUL PITCH

T&C: Teddy Lui and Chibo Tang
呂紹勇及唐啟波

KW: Kevin Wong
黃家恆

5

IN ADDITION TO A COMPANY’S RETURN (ROI), WHAT ELSE DO INVESTORS CARE ABOUT?

T&C: We care about whether the company has the following: a strong team with relevant background and ability to execute, large market size, high barrier-to-entry, unique value proposition and business model, clear and thorough execution plan of the business idea.

KW: We really focus on improving our business, day to day, week by week, not just on the pitch itself... We show investors that we have the ability to grow and execute, and ultimately, that’s really an important factor in an investor deciding whether or not they want to put in.

除了公司的回報率 (ROI)，還有甚麼是投資者所關心的？

T&C： 關注你的公司是否擁有以下特質：一支有相關經驗和執行能力強大的團隊、龐大的市場潛力、高門檻的市場壟斷優勢、清晰的執行計畫和經營概念、獨特的價值、主張和經營模式。

KW： 我們不只在做投售，還很專注發展事業，向投資者展示我們每天、每週的進步，以及強大的執行和增長能力 — 這對投資者來說是決定是否注資的要素。

6

IF I’VE BEEN TURNED DOWN ONCE BEFORE, SHOULD I REACH OUT TO THAT INVESTOR AGAIN?

T&C: Yes, but better with something new. Entrepreneurs should not be discouraged if an investor does not consider immediate investment; they should maintain a long-term relationship. Entrepreneurs should always bear in mind that investors can help them by providing useful advice and honest feedback from their experience.

KW: Yes, please! Please do the second pitch or the third one, or the sixth one. Especially for larger size deals, no one is going to make an investment after one really good pitch; that has never happened to us. Even if you win a pitch competition, it’s not just based on one pitch, there’s still a lot of discussion that happens behind the doors.

被拒絕了一次後，我應該再次接觸同一個投資者嗎？

T&C： 可以，但要確定你的事業有新方向。另外，投資者未必能立刻決定投資你的事業，但也不要感到灰心。你應該跟他們應該保持長期的友好關係，因為財政上得支援外，他們還會給創業家最有用、誠實的建議與反饋。

KW： 一定要！就算兩次、三次、六次也要。尤其是大型的投資，沒有投資者會聽過一次投售之後，便立即決定注資，在我們身上就沒有發生過這樣的事。即使勝出投售比賽，也不是一次性的成功，是背後討論多時的結果。



Teddy Lui, Operations Director, Alibaba Entrepreneurs Fund

阿里巴巴創業者基金
營運總監呂紹勇



Chibo Tang, Principal, Investment, Gobi Partners

綠洲計劃投資副總裁
唐啟波



Kevin Wong, CEO of Origami Labs

Origami Labs 行政總裁
黃家恆

ALIBABA ENTREPRENEUR’S FUND

Alibaba Entrepreneurs Fund is a not-for-profit initiative launched by Alibaba Group in 2015. Their mission is to help Hong Kong and Taiwan-based entrepreneurs realize their dreams and visions for their businesses and communities.

They are passionate about fostering the entrepreneurial spirit amongst young people. As such, they appointed Gobi Partners as investment manager and established in Hong Kong a HK\$1 billion fund and in Taiwan a NT\$10 billion fund to support entrepreneurs in both markets.

關於阿里巴巴創業者基金

阿里巴巴創業者基金是阿里巴巴集團在2015年創立的非牟利項目，協助香港和台灣兩地的創業家和青年人實踐夢想和願景，並透過推動他們的事業促進當地發展。為支持兩地市場的青年創業家，阿里巴巴創業者基金委任戈壁創投為投資經理，並分別在香港和台灣投放十億港元和一百億元新臺幣，投資於具前途的創新企業。

ORIGAMI LABS

Origami Labs is a startup whose first product is ORii Ring, a smart ring. The ring allows a user to control their smart phone or voice-activated digital assistant with voice functions that are transmitted through bone conduction technology. Origami Labs is the winner of The Mills Fabrica Pitch Day 2016 and is one of The Mills Fabrica pilot incubatees.

關於 ORIGAMI LABS

Origami Labs 是本地初創企業，主要的產品是智能指環 ORii Ring。用家戴上後可以透過骨傳導技術和語音功能，控制智能電話或向語音助理下達指令。Origami Labs 為2016年南豐作坊創業比賽的勝出者，現為其中一家南豐作坊先導培育計劃的作坊公司。

INNOVATIVE ONLINE MARKETING TACTICS TO CATCH CUSTOMERS' ATTENTION

It is hard to believe that Facebook was only created in 2004, and Youtube in 2005. Both networks now have more than 1 billion users. This rocket-fuelled rise in social media adoption has ignited a wave of technological innovation that is re-writing the rules of marketing.

Affordable Hollywood-quality

Film-making technology has rapidly democratized in the past five years. What used to be the exclusive purview of Hollywood – high definition cinematography, motion-stabilization, and special effects computing – are now accessible to much smaller production budgets. This disproportionately benefits startups and emerging brands, allowing them to very credibly compete

with multi-national corporations, at least when it comes to advertising. The Dollar Shave Club, founded by Michael Dubin in his apartment in 2011, directly went after Gillette and Schick with a series of slickly-produced social videos. Five years later, the Dollar Shave Club generated over US \$200 million in revenue.

Accessible live-streaming

Facebook introduced Live in 2016, immediately transforming video live-streaming from a technological nightmare to a press-a-button operation. All that's needed is a smartphone (and a Facebook fan base), and anyone can be their own "TV channel". So far, politicians have made the most out of the nascent technology. Facebook Live allows them to respond to hot-button issues in a very timely matter, sometimes way ahead of the press.



JONATHAN LEONG

Co-founder of MOP LAB, a new breed of storytellers for the social age.

MOP LAB 的聯合創始人，數碼年代所孕育的說故事者。

www.mop-lab.com

Consumer sentiment at your fingertips

While much has been reported on the explosive growth of the social networks' audience, they are often overlooked as next-generation market research tools. Both Facebook and Google advertising provide a trove of real-time analytics to allow for robust A/B testing on product and marketing propositions.

如何用社交媒體策略留住顧客專注力

Facebook 在 2004 年面世，YouTube 在 2005 年才出現於網絡世界 — 只是短短十多年時間，這兩個平台現在都已經坐擁超過 10 億用戶人次。社交平台的使用人數節節上升，不少改寫市場營銷的創新科技應運而生。

成本低、品質高

拍攝電影的技術在過去 5 年快速普及化，包括高清拍攝、穩定化影像，以及電腦特效等以前荷李活才擁有的技術，現在製作公司都能以低成本購入相關器材。這提升了初創企業和新興品牌的廣告實力，能夠與跨國公司一較高下。像是 2011 年由 Michael Dubin 成立的 The Dollar Shave Club，絕對不輸吉列 (Gillette) 和舒適 (Schick) 這些主流的剃鬚刀品牌；透過精心製作的網絡視頻，公司在短短 5 年間，由一間在家辦公的初創公司，晉身成年收入超過 2 億美元的企業。

現場連線

Facebook 在 2016 年開始引進直播功能，以前串流直播需要繁複技術的配合，演變成按一下手機按鈕就能解決容易事。你只需擁有手機與粉絲，便可以成立自己的個人頻道。政客們是這技術的常客，讓他們即刻回應時間性的熱話，速度甚至比媒體更快。可是鮮有品牌成功利用這種科技，其實這能成為即時化解危機的工具：試想因為極端天氣導致乘客滯留機場，或者快餐店遇到食安問題，品牌可透過 Facebook 直播實時匯報進展，以速度留住顧客的心。

視覺傳播

Snapchat 的母公司 Snap 首次公開招股，便籌得 30 億美元的好成績，我們實在不容忽視社交媒體的潛力。Snapchat 的賣點是簡化創建影像內容的步驟，藉助玩味的貼圖、個性化的相機濾鏡和有趣的「地理貼圖」，讓用戶透過圖片與朋友對話。這功能對 Facebook 和 Instagram 而言，無疑是一個衝擊性的轉變。不過，Snapchat 的 1.6 億活躍用戶裏，25 歲以下使用者佔了多數，可見轉變仍然處於萌芽階段。但對於 Snapchat 的爆炸性增長，2016 年的奧運會功不可沒：運動員在平台上談論賽程和與隊友說笑的視頻，便成功吸引了接近 3,500 萬的用戶觀看。

不能忽視的網絡情緒

很多人還在享受社交網絡群眾的爆炸性增長，而忽略了它們是新的市場研究工具。像 Facebook 和 Google 廣告都提供了大量的實時數據，方便公司進行介面測試 (A/B testing)，對改良產品和市場主張甚有幫助。像 TripAdvisor 和 Yelp 這些客戶評論網站，也是增加收入的途徑。哈佛商學院的 Michael Lucas 教授進行過一項研究，發現在網站上的評價每高 1 顆星，便等於提升了 5-9% 的收入。即使這種「挖掘數據」的工作有一定的複雜性，但帶來的收益卻是非常可觀。



PROTECTING TRADE SECRETS

Technological inventions are valuable assets to techstyle companies. One method to protect technological inventions is by way of trade secrets.

E: Entrepreneur

JTC: JTC Solicitors

E: 創業家

JTC: 莊鄭律師事務所

E: What are trade secrets?

JTC: Trade secrets are confidential information used in businesses which has commercial value. Some technological inventions do meet the patentability criteria and can be protected either as trade secrets or patents while some can only be protected as trade secrets.

E: Advantages of trade secret protection?

- JTC: (1) Cost and time efficient: Trade secrets require no registration, hence avoiding costly registration fees and lengthy registration process for its protection. (2) Perpetual protection: Trade secret protection can last indefinitely so long as the information does not become publicly known. (3) Less stringent criteria: Ideas and information that do not meet the criteria for patent or design registration may be eligible for protection as trade secrets.

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創業家如何利用商業秘密保障發明？

技術發明是新經緯公司的貴重資產。而商業秘密就是保護技術發明的其中一個方法。

E: 甚麼是商業秘密？

JTC: 商業秘密是用於業務並具有商業價值的機密資料。一些技術發明符合專利資格，能夠以專利或商業秘密的形式受到保護；而某些技術發明則只能以商業秘密的形式受到保護。

E: 商業秘密有甚麼好處？

- JTC: (1) 成本與時間效益：商業秘密不需要註冊，因此其保護無需昂貴的註冊費用及冗長的申請程序。 (2) 永久保護：只要相關資訊不被公開，商業秘密能夠無限期受保護。 (3) 標準較寬鬆：不符合專利或外觀設計申請資格的發明構思及資料可以商業秘密的形式受到保護。

E: 如果選用商業秘密，有甚麼需要注意？

- JTC: (1) 保護程度較弱：商業秘密的保護成效主要取決於執法結果，而執法行動或會耗時、耗費及存在不確定性，因此商業秘密的保護程度一般較專利或外觀設計弱。 (2) 保護的不確定性：商業秘密一旦被公開，其保護便會立即失效。 (3) 保護不足：獲得商業秘密的保護並不等於獲得其專有權。任何第三方可以對你的產品進行逆向工程以發現當中的商業秘密，倘若成功，更可在不侵犯你的權利的情況下使用該商業秘密。 (4) 保護沒有優先權：如果第三方以合法方法發現你的商業秘密，並將其註冊為其專利，你或會被禁止使用該商業秘密。

E: 那我該如何使用商業秘密保護我的發明？

- JTC: 以下是一些值得採取的做法：
- (1) 分辨商業秘密：先進行商業秘密審計，分辨出可歸類為商業秘密的資料，及評估各類商業秘密所需的保護程度，以便制訂保密措施。
- (2) 妥善保管商業秘密：透過以下方式有系統地存放和管理你的商業秘密：(一) 標示相關文件為「機密」；(二) 將實體機密文件存放在上鎖的抽屜裏；及 (三) 採用密碼或將電子商業秘密加密。
- (3) 保存紀錄：記錄商業秘密的轉移詳情 (例如資料轉移的授權人和接收人的身分、轉移的時間及目的)。
- (4) 僱員保密義務：所有僱員的合約內應包含保密條款，禁止僱員在受僱期間或終止受僱後，因執行職責以外的目的使用或披露商業秘密。
- (5) 內部監管：實行內部政策，限制僅在僱員因業務經營而必須知悉的情況下方可向僱員透露商業秘密。
- (6) 保密協議：在向潛在的製造商或投資者披露你的發明的任何細節前，先要求他們與你簽訂保密協議。
- (7) 限制外部存取：限制訪客進入公司存放商業秘密的電腦系統、網絡及實體設施，以減低資料外流的風險。





ABOUT THE MILLS

The Mills is a landmark revitalization project from Nan Fung Group scheduled for completion in 2018, a celebration of shared industrial legacy with Hong Kong, and a step towards a future of applied creativity and innovation.

The Mills is composed of 3 main pillars: Fabrica, Shopfloor and MILL6 Foundation. Building on a foundation of legacy and heritage, visitors can explore the continuity of an authentic Hong Kong story, where themes of textile and industry are woven into experiences of innovation, culture, and learning.

關於南豐紗廠

南豐紗廠預計於 2018 年落成，是南豐集團策劃的地標式保育項目，見證香港紡織工業的承傳，並帶領本地應用創意及創新產業邁進新里程。

南豐紗廠由南豐作坊、南豐店堂及六廠基金會三大支柱組成。建基於集團的承傳與歷史，並以紡織和工業為根基，交織出創新、文化及學習體驗，讓訪客從中探索不斷延續而真實的香港故事。



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